This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

generating a user profile based on explicit and/or implicit directions of a user;

making a recommendation for an item, service, and/or event based on the user profile; and

reporting the recommendation to the user through [[an]] a celebrity agent while simultaneously displaying an image of the celebrity agent.

2.   (Original) The method of claim 1, wherein the recommendation is a recommendation of television programming.

3.   (Cancelled)

4.   (Currently Amended) The method of claim 1, wherein the ~~reporting step comprises displaying~~ image is a video of the celebrity agent and the reporting step comprises playing accompanying audio which announces the recommendation.

5.   (Currently Amended) The method of claim 1, wherein the ~~reporting step comprises displaying~~ image is a still image of the celebrity agent.

6.   (Original) The method of claim 5, wherein the reporting step further comprises displaying a textual message which announces the recommendation.

7.   (Original) The method of claim 5, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.

8.   (Currently Amended) A lifestyle recommendation device comprising:

means for generating a user profile based on explicit and/or implicit directions of a user;

means for making a recommendation for an item, service, and/or event based on the user profile; and

reporting means for reporting the recommendation to the user through [[an]] a celebrity agent while simultaenously displaying an image of the celebrity agent.

9.   (Original) The device of claim 8, wherein the lifestyle recommendation device is a television programming storage device.

10.   (Cancelled)

11.   (Currently Amended) The device of claim 8, wherein the reporting means comprises means for displaying image is a video of the celebrity agent and the reporting step comprises playing accompanying audio which announces the recommendation.

12.   (Currently Amended) The device of claim 8, wherein the ~~reporting means comprises means for displaying~~ image is a still image of the celebrity agent.

13.   (Original) The device of claim 12, wherein the reporting means further comprises means for displaying a textual message which announces the recommendation.

14.   (Original) The device of claim 12, wherein the reporting means further comprises means for playing accompanying audio which announces the recommendation.

15.   (Currently Amended) A program storage device readable by machine, tangibly embodying a program of instructions executable by the machine to perform method steps for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

generating a user profile based on explicit and/or implicit directions of a user;

making a recommendation for an item, service, and/or event based on the user profile; and

reporting the recommendation to the user through [[an]] a celebrity agent while simultaneously displaying an image of the celebrity agent.

16.   (Currently Amended) A computer program product embodied in a computer-readable medium for making a recommendation in a lifestyle recommendation machine, the computer program product comprising:

computer readable program code means for generating a user profile based on explicit and/or implicit directions of a user;

computer readable program code means for generating making a recommendation for an item, service, and/or event based on the user profile; and

computer readable program code means for generating reporting the recommendation to the user through [[an]] a celebrity agent while simultaneously displaying an image of the celebrity agent.

17. (Currently Amended) A method for making a recommendation in a lifestyle recommendation machine, the method comprising the steps of:

substituting a user profile based on explicit and/or implicit directions of a user with a celebrity profile of a celebrity;

making a recommendation for an item, service, and/or event based on the celebrity profile; and

reporting the recommendation to the user through a celebrity agent while simultaneously displaying an image of the celebrity agent.

18. (Original) The method of claim 17, wherein the substituting step comprises downloading the celebrity profile from an external source.

19. (Cancelled)

20. (Cancelled)

21. (Currently Amended) The method of claim [[20]] 17, wherein the ~~reporting step comprises displaying~~ image is a video of the celebrity agent and the reporting step comprises playing accompanying audio which announces the recommendation.

22. (Currently Amended) The method of claim [[20]] 17, wherein the ~~reporting step comprises displaying~~ image is a still image of the celebrity agent.

23. (Currently Amended) The method of claim [[22]] 17, wherein the reporting step further comprises displaying a textual message which announces the recommendation.

24. (Currently Amended) The method of claim [[22]] 17, wherein the reporting step further comprises playing accompanying audio which announces the recommendation.